

(c) the reasons to introduce such a law, which would minimize the press and media freedom in a democratic country; and

(d) what checks and balances would be there in the proposed Bill?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Currently there is no such proposal in the draft of the proposed Broadcasting Services Regulation Bill 2006 to stop sting operations.

(b) to (d) Question does not arise.

Sale of wine through illusive advertisement

†941. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that beverage companies of foreign origin are promoting the sale of wine through illusive advertisement on television whereas Government have imposed restrictions on it;

(b) whether it is also fact that rules in this regard issued earlier have been relaxed through a notification recently issued by the Ministry and the benefit of it is being enjoyed by these companies;

(c) if so, whether Government would take any action to stop illusive advertisements; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Certain instances of advertisement of companies of foreign origin sharing the brand name and logo with alcoholic products have been brought to the notice of the Government.

(b) to (d) Vide Notification dated 9-8-2006 [annexed as statement (see below)], certain conditions have been imposed for advertisements of a product on cable service that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. All such advertisements have to be previewed and certified by Central Board of Film Certification suitable for unrestricted public exhibition prior to telecast or transmission or retransmission.

†Original notice of the question was received in Hindi.

Statement

Copy of Notification regarding advertisements of products on cable service

GAZETTE OF INDIA : EXTRAORDINARY

Part (II)-Section 3-sub-section (i)

MINISTRY OF INFORMATION AND BROADCASTING

NOTIFICATION

New Delhi, dated: the 9th August 2006

G.S.R 469(E) : In exercise of the powers conferred by sub-section (1) of section 22 of the Cable Television Networks (Regulation) Act, 1995 (7 of 1955), the Central Government hereby makes the following rules further to amend the Cable Television Networks Rules, 1994, namely:—

1. (1) These rules may be called the Cable Television Networks (Amendment) Rules, 2006.

(2) They shall come into force on the date of their publication in the official Gazette.

2. In the Cable Television Network Rules, 1994, in rule 7, in sub-rule (2), in clause (viii), after sub-clause (A), the following shall be inserted, namely:—

"Provided that a product that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, may be advertised on cable service subject to the following conditions that—

- (i) the story board or visual of the advertisement must depict only the product being advertised and not the prohibited products in any form or manner;
- (ii) the advertisement must not make any direct or indirect reference to the prohibited products;
- (iii) the advertisement must not contain any nuances or phrases promoting prohibited products;

- (iv) the advertisement must not use particular colours and layout or presentations associated with prohibited products;
- (v) the advertisement must not use situations typical for promotion of prohibited products when advertising the other products;

Provided further that all such advertisements shall be previewed and certified by the Central Board of Film Certification suitable for unrestricted public exhibition prior to telecast or transmission or retransmission";

[File No. 804/3/2005-BC-III/BC-II]

N. Baijendra Kumar Jt. Secy.

Note: The principal rules were published in Gazette of India, Part II, Section 3, Sub-section (i) vide number GSR 729(E) dated the 29th September, 1994 and subsequently amended by GSR 459 (E) dated the 8th October, 1996 and GSR 282 (E), dated the 11th May, 2006.

Pravasi Bharatiya Sammelan

942. SHRI SITARAM YECHURY: Will the Minister of OVERSEAS INDIAN AFFAIRS be pleased to state:

(a) whether Government are organizing Pravasi Bharatiya Sammelan with a purpose of motivating NRIs to invest in India;

(b) if so, the details of NRI investors who came forward with their respective investment proposals, country-wise;

(c) the details of investment proposals that are materialized so far; and

(d) the efforts being made by Government to persuade those investors who came forward to put them in place?

THE MINISTER OF OVERSEAS INDIAN AFFAIRS (SHRI VAYALAR RAVI): (a) The Pravasi Bharatiya Sammelan aims to connect more than 25 million overseas Indians and to bring the expertise and knowledge of the overseas Indian community to India and integrating it into India's development process.

(b) to (d) Government has put in place a liberal and transparent policy